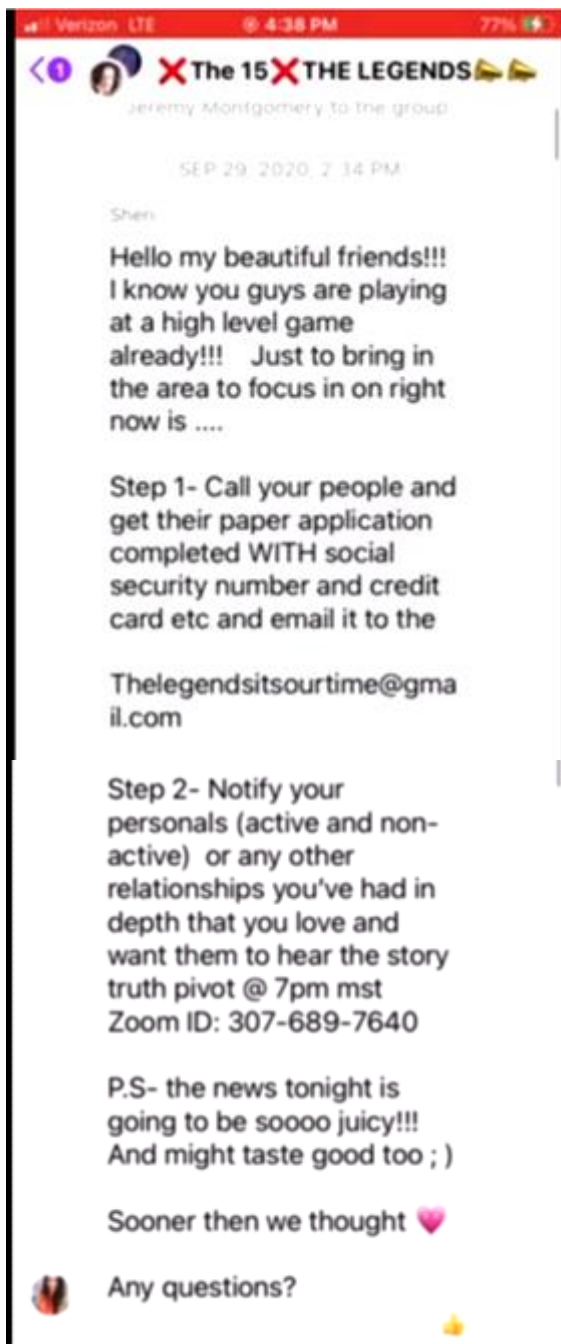


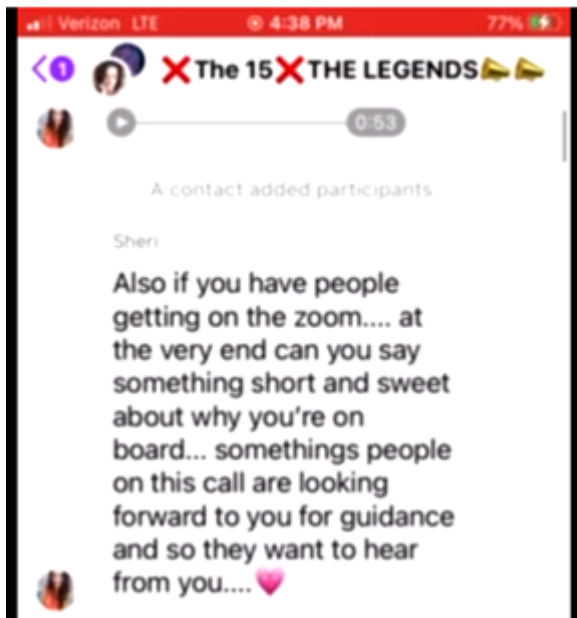
# **EXHIBIT 1**

9/29/2020

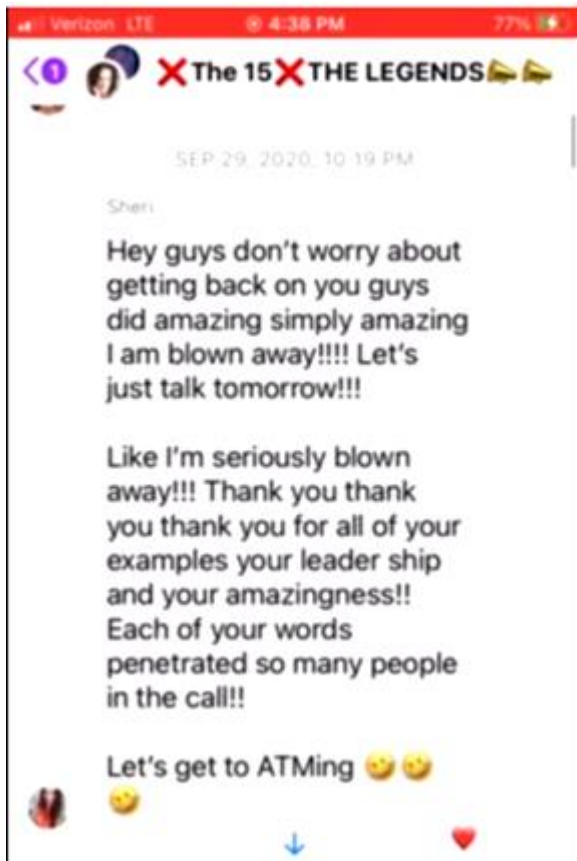


★ Sheri is planning and explaining how everyone will be leaving LifeVantage and how they are promoting more people for Modere.

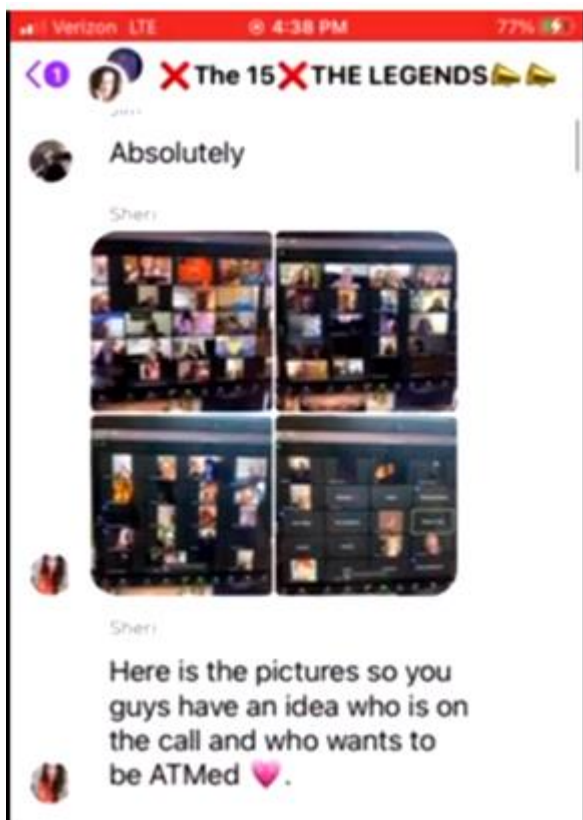
They created another email called [theledendsitsourtime@gmail.com](mailto:theledendsitsourtime@gmail.com)  
And they are saying “notify your personals (active or non-active)” \*\*most likely referring to LifeVantage Distributors active or not.



“Why you’re on board” – Why they are leaving LifeVantage for Modere.



After the meeting, “each of your words penetrated so many people in the call!!”  
ATM: Add Tag Message



\*\*Images of zoom participants.\*\*

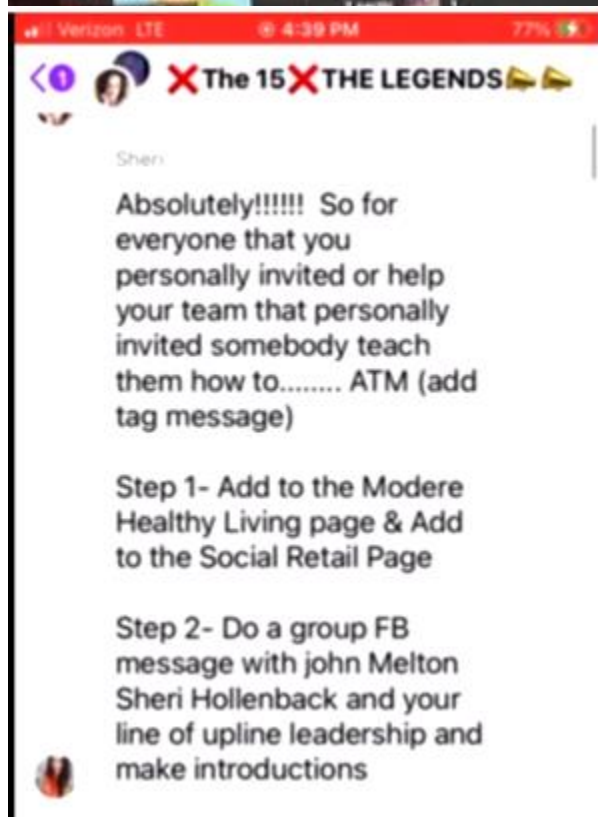
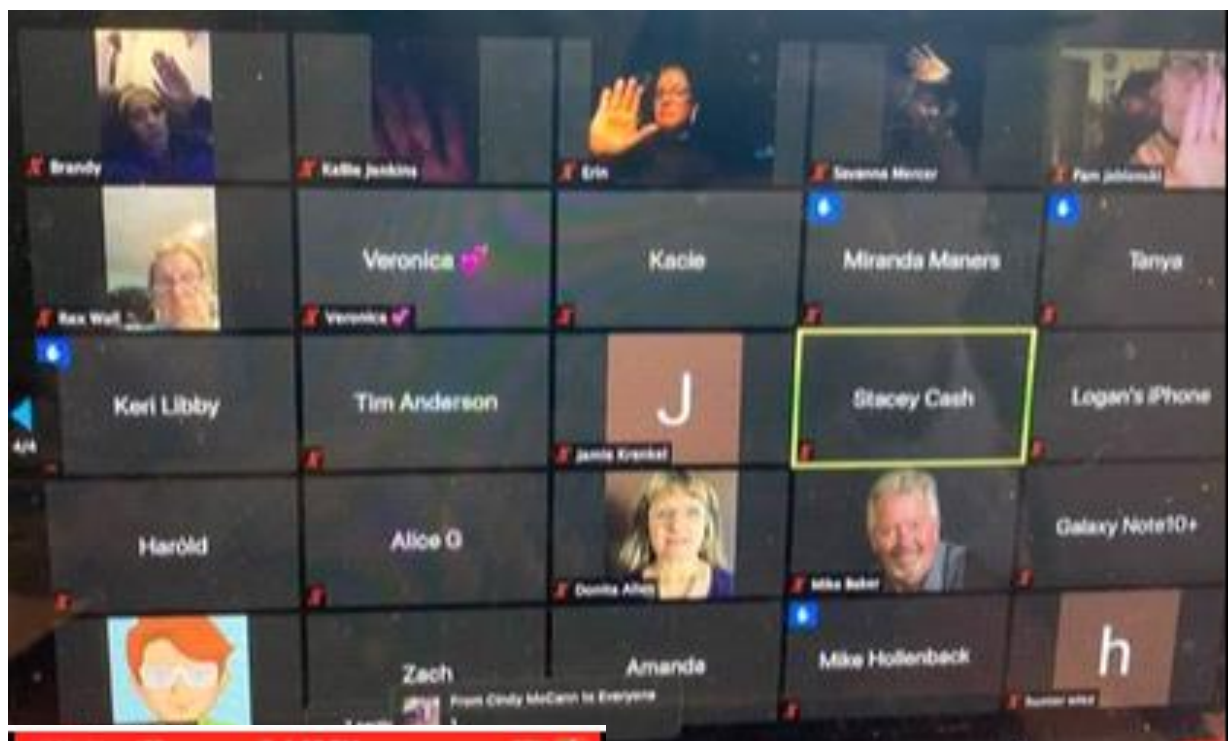
ATM – Add, tag, message

**Note:** Through the video that is 1:01:50 we can see all the participants:  
92 total participants at the moment of the picture.





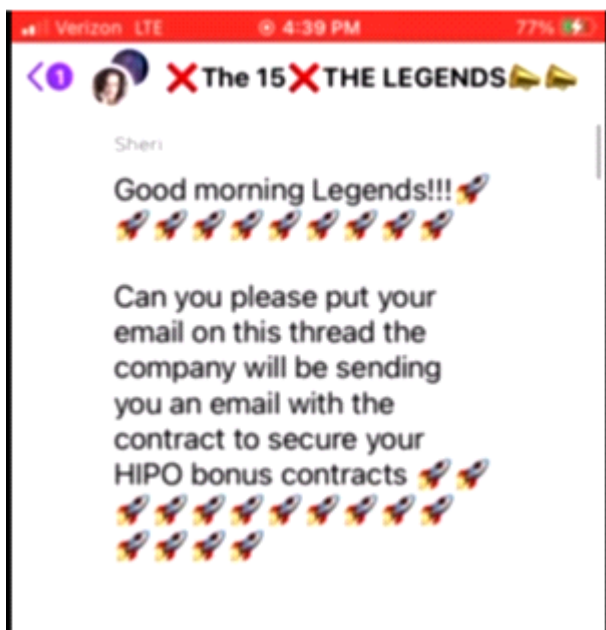




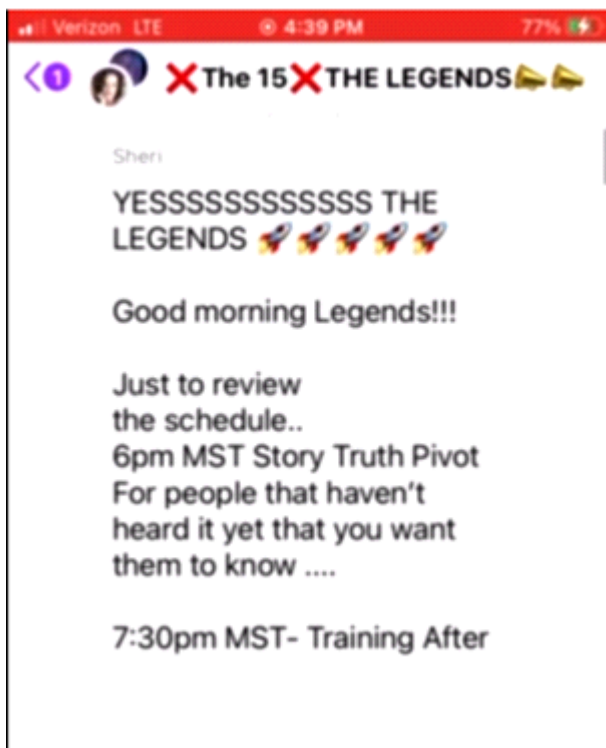
Sheri teaching everyone about their plan to “ATM”:

1. Add to Modere healthy living page and social retail page
2. Group FB message with john Melton, Sheri, upline for introductions.

9/30/2020



Explanation about their contracts.



Another Zoom called the “Story Truth Pivot”

**XX House Keeping XX**

for all those people that  
said that they were IN YES  
HECK YES (whatever the  
wording 🤔)

Step 1- ATM them (if you  
don't know what that is get  
with your up line)

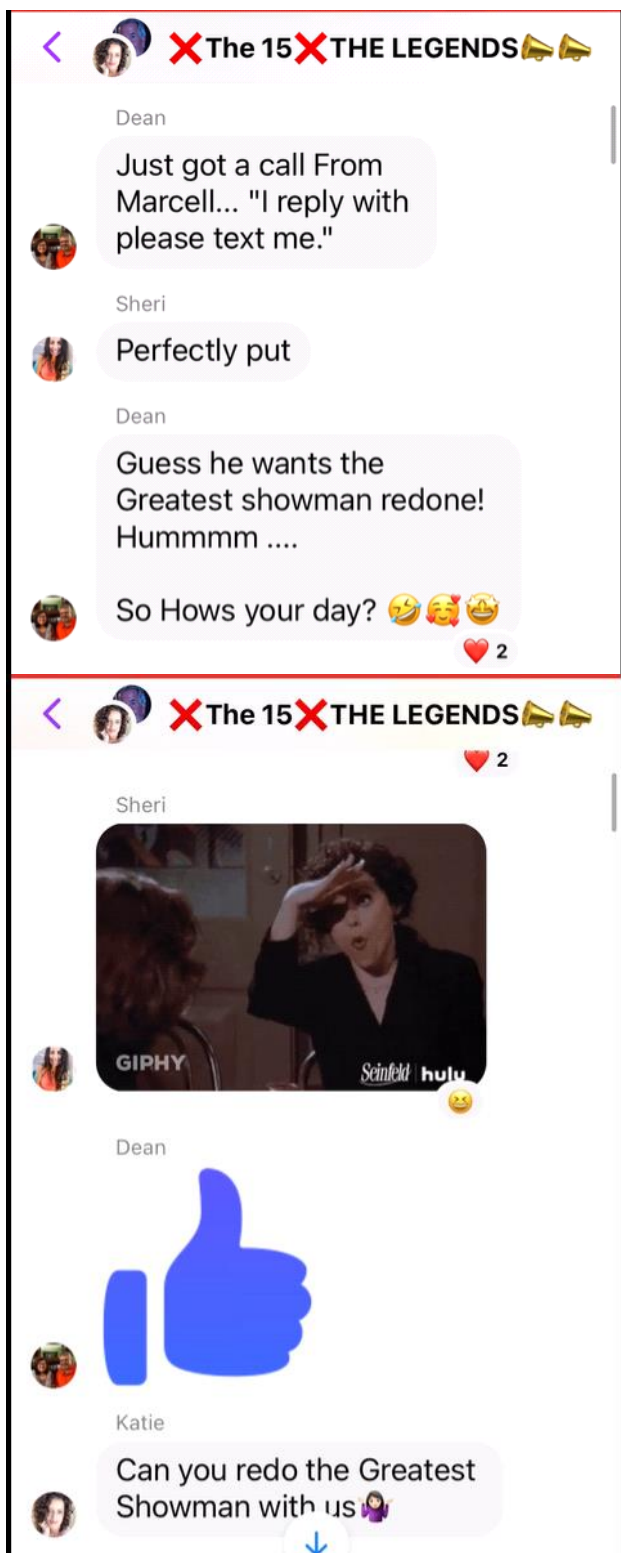
Step 2- add them to "The  
Legends-Team Info"  
Facebook group & tag them  
in the Getting started guide

Step 3- get their  
information on the  
application with social &  
CC# sent to ↓  
thelegendsitscurtime@gmai

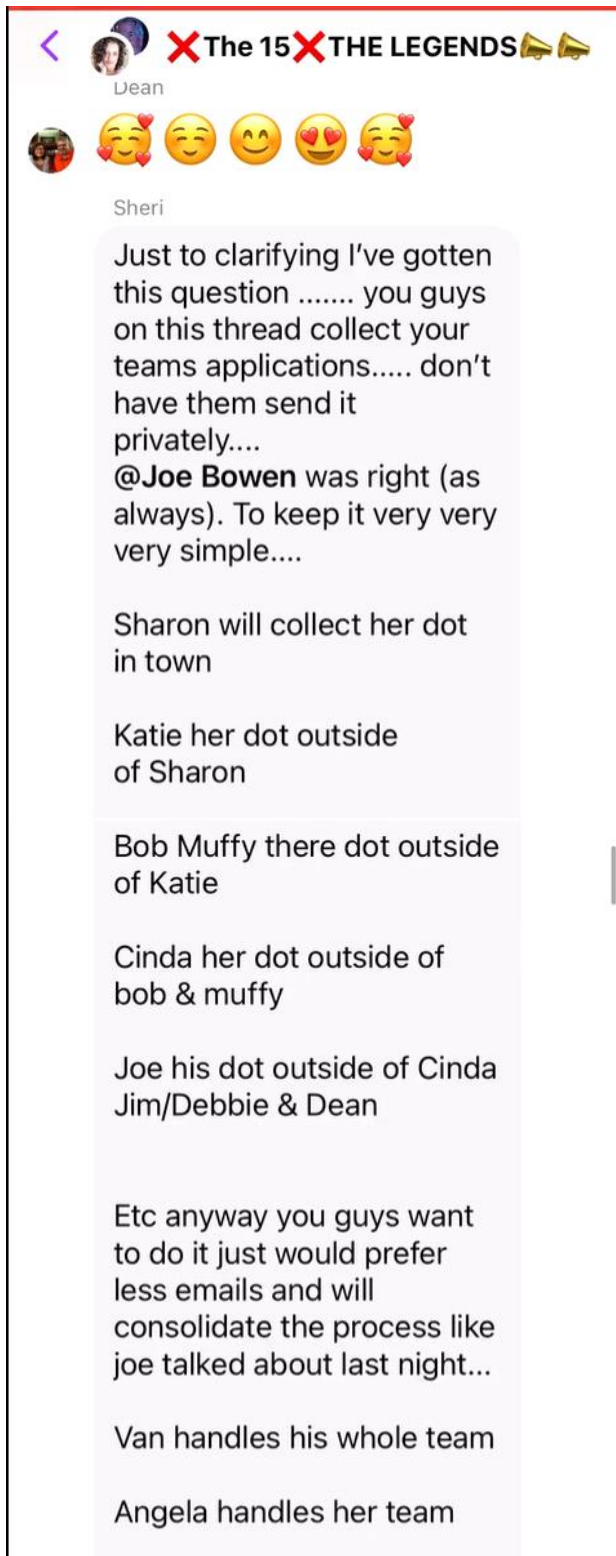
You Can't Message This Group  
You're no longer in this group and can't send or  
receive calls or messages unless you are added  
back to it

This is the process to add people to Modere.



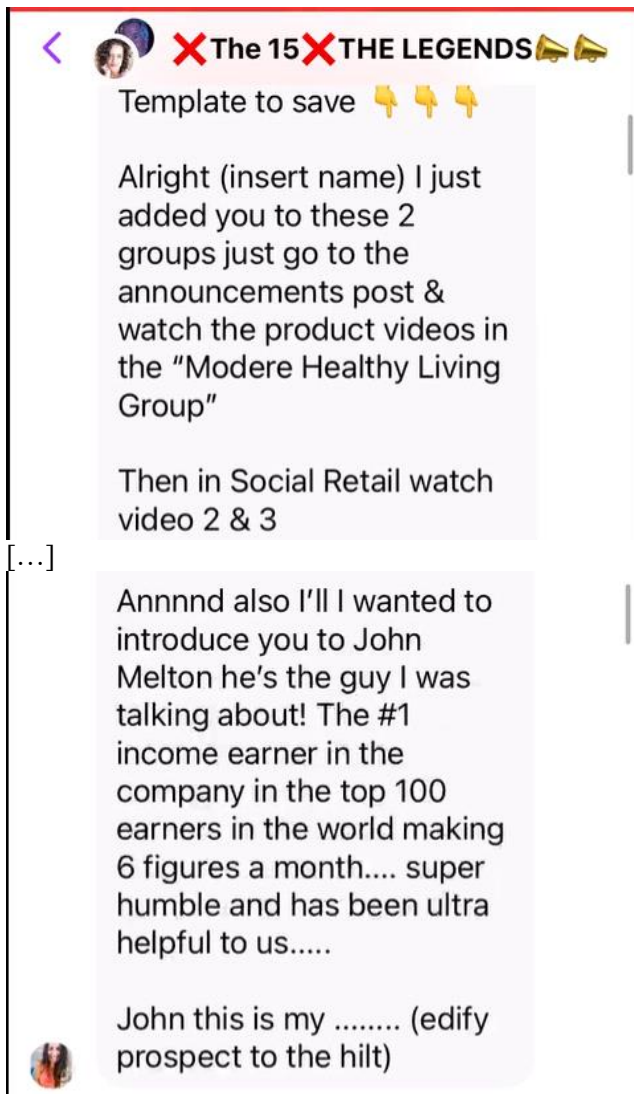


LifeVantage has a "Marcel" that is a high ranking LifeVantage Distributor in their upline. Considering their reactions to him just asking about "the greatest showman", they seem relieved.

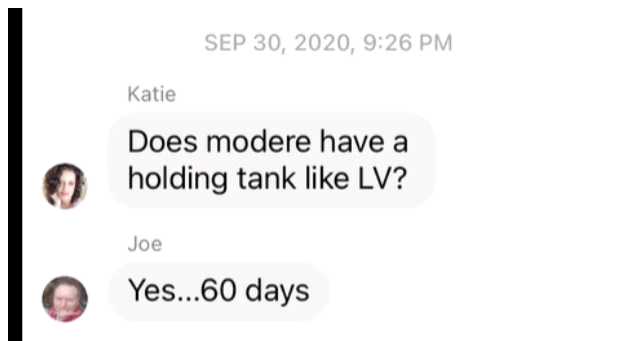




Sheri and her team were very organized throughout this whole situation. And this is how they distributed the work load throughout everyone.



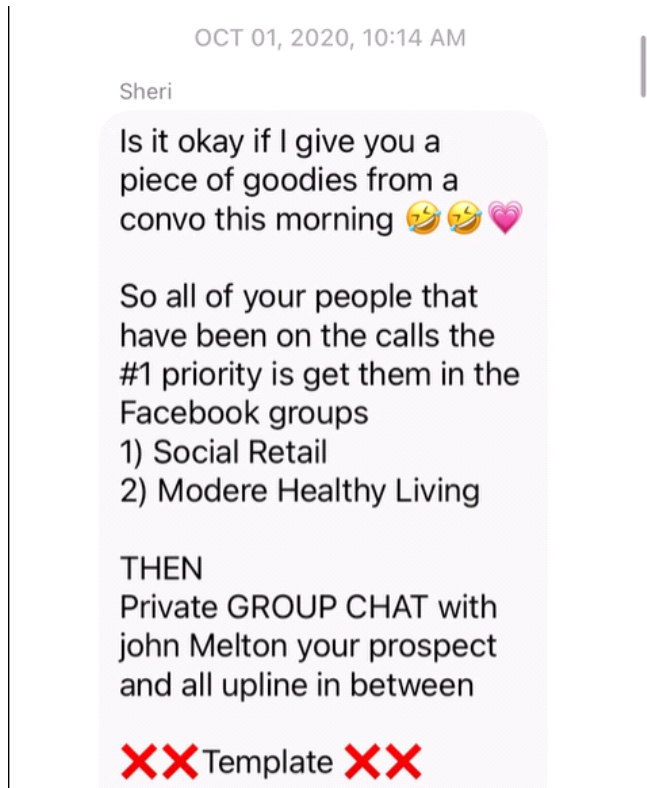
They are talking about adding potential customers to group chats so they can see everyone else in support of the company. There are two pages: "Modere Healthy Living Group" and "Social Retail". John Melton is Sheri's upline at Modere.



Holding Tank for LV vs Modere.

\*\*Twice now, they have asked to join a meeting after a call so they could all be on the same page. This whole situation was orchestrated\*\*

**10/1/2020**



Alright @insert name I just added you to these 2 groups just go to the announcements post & watch the product videos in the "Modere Healthy Living Group"

Then in Social Retail watch video 2 & 3

Here's the pictures of the group above!!

Annnnd also I'll I wanted to introduce you to John Melton he's the guy I was talking about! The #1 income earner in the company in the top 100 earners in the world making 6 figures a month.... super humble and has been ultra helpful to us..

John this is insert name edify edify edify



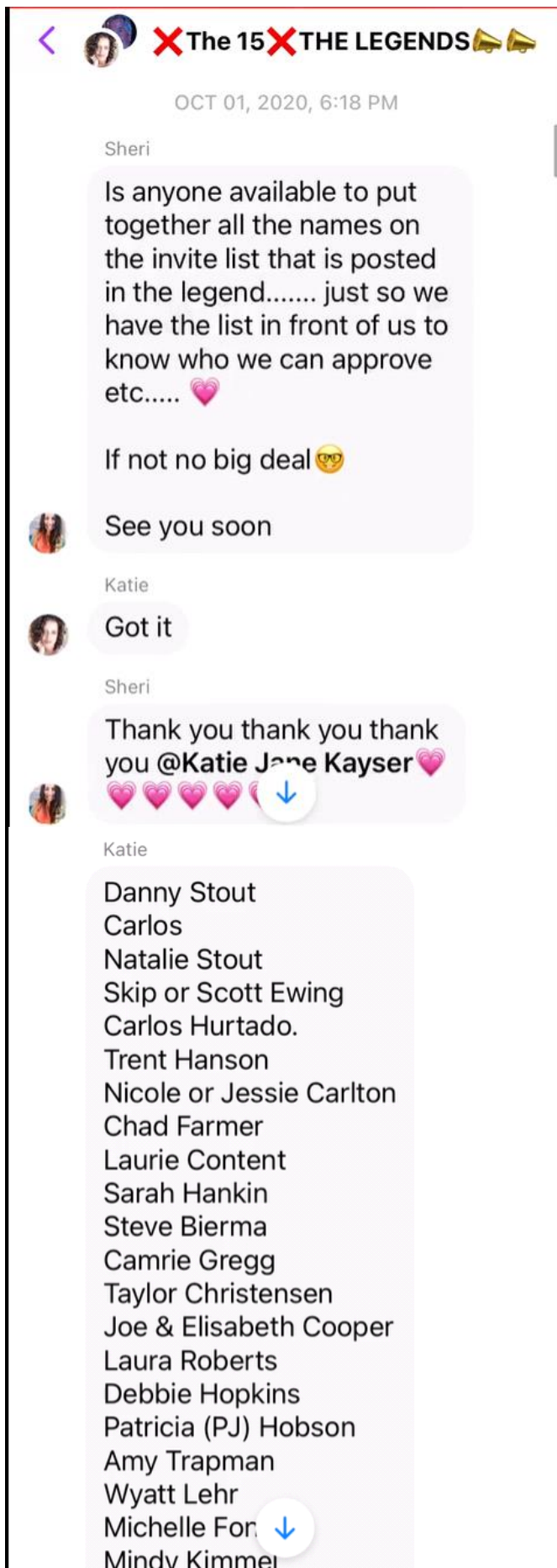
The two private Modere groups:

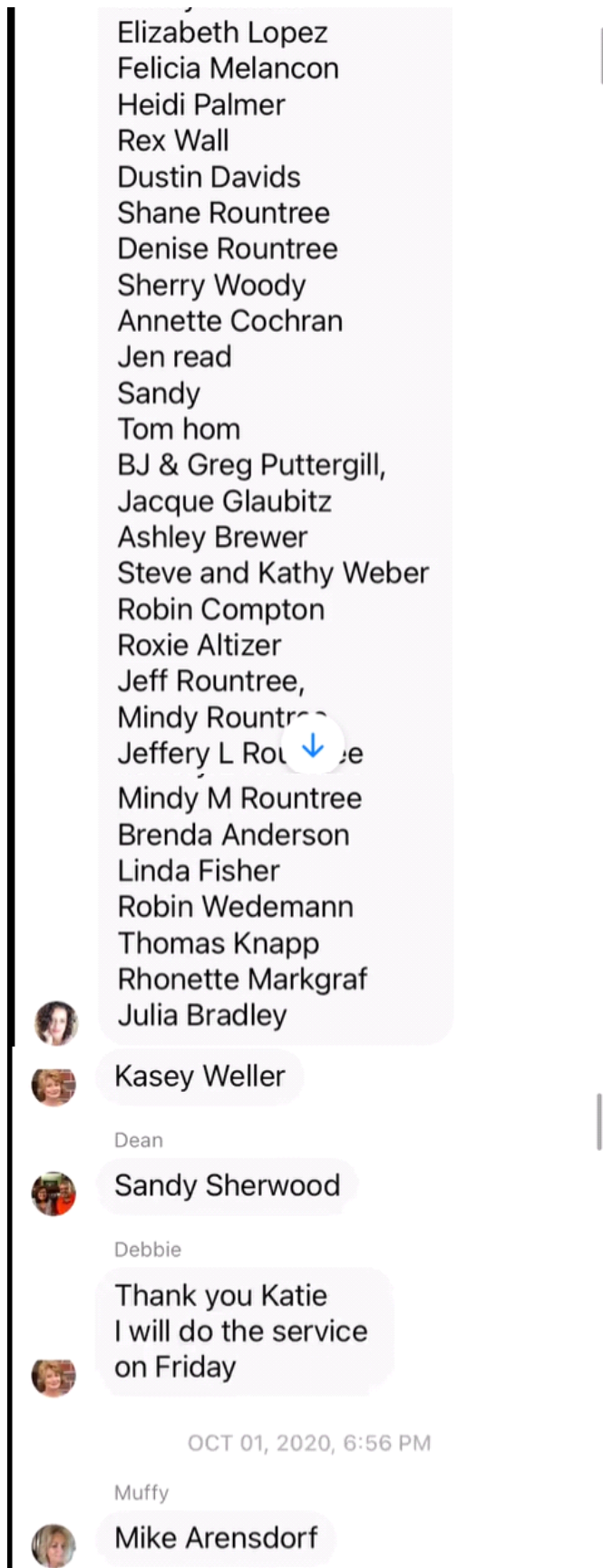
Sheri

I also always add these pictures

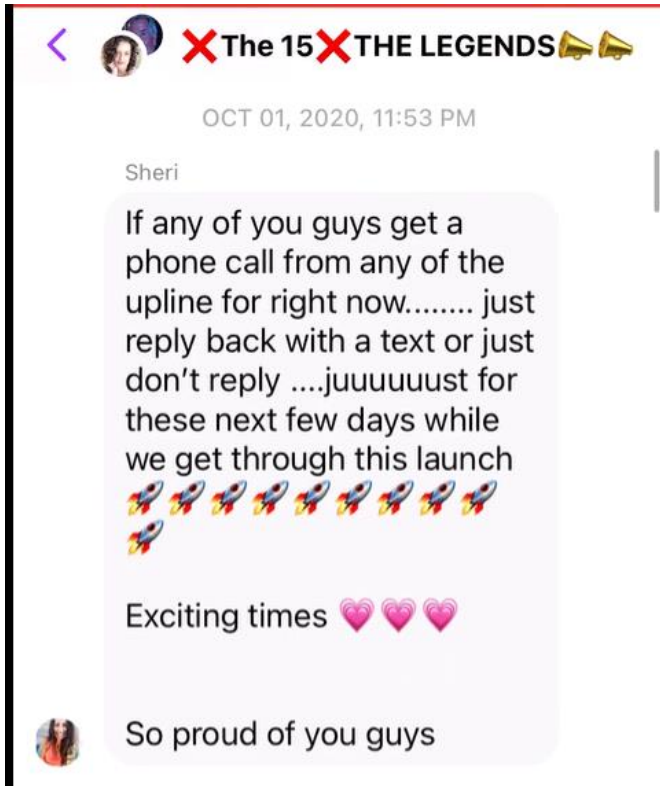






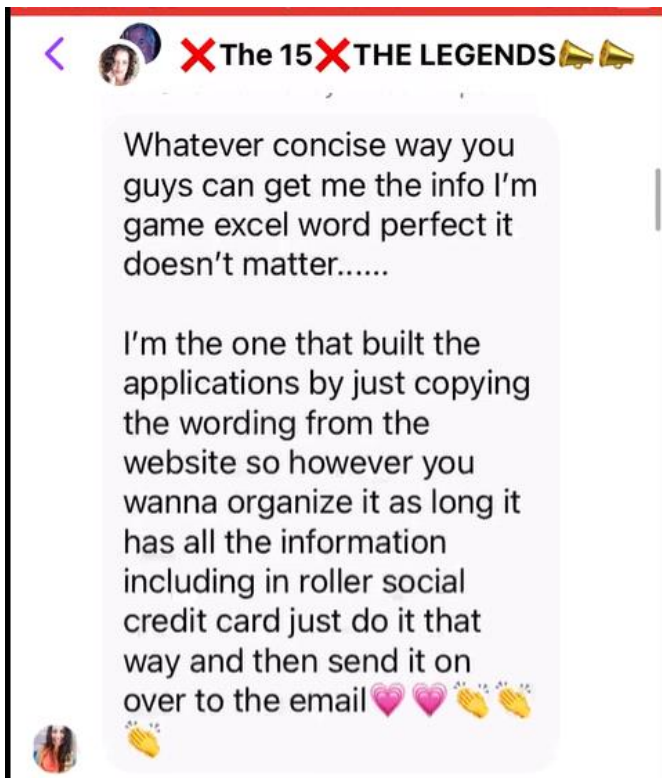


List of invites in some of the pages.  
52 people.



If their LifeVantage upline calls, Sheri instructed everyone to text or not reply while they launch.

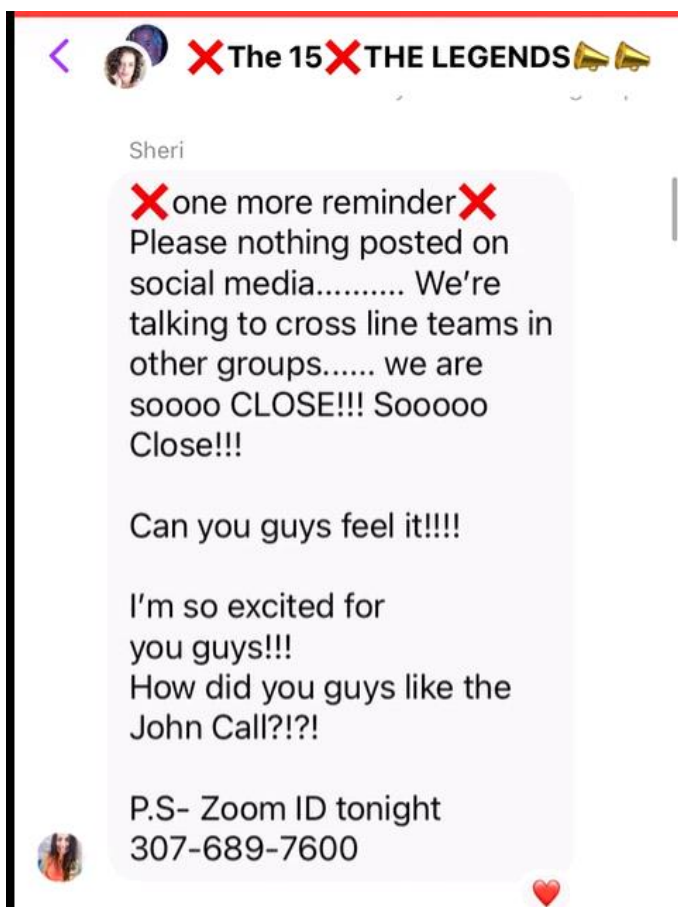
10/2/2020



The application they are sending out was created by Sheri, which asks for credit card information.

Done	Edit
<p>If you have a <math>\downarrow</math> in your denominator</p> <p> <math>\#10</math> - Silver Gold  <math>\#15</math> - Silver Gold  <math>\#45</math> - Silver Gold  <math>\#60</math> - Silver Gold  <math>\#75</math> - Silver Gold  <math>\#90</math> - Silver Gold  <math>\#100</math> - Silver Gold </p> <p> <math>\#100</math> = 0.499 1 10%  <math>\#100</math> = 500 5 18%  <math>\#100</math> = 1,000 5 20%  <math>\#100</math> = 2,000 10 22%  <math>\#100</math> = 3,000 15 60%  <math>\#100</math> = 5,000 25 82%  <math>\#100</math> = 7,000 35 85%  <math>\#100</math> = 9,000 45 34% </p>	
① Consultant	
① Senior Consultant 1500 / 750	
① Team Leader 3K / 1500	
① Senior Team Leader 6K / 3K	
① Director 12K / 7K	
② Director 225K / 18K	
③ Director 350K / 35K	
③ Elite 1 100K / 70K	
③ Elite 2 200K / 140K	
③ Elite 3 400K / 280K	
③ Elite Black 1 700K / 1million / 700K	
③ Elite Black 2 3million / 2.1million	
③ Elite Black 3 6million / 4.2million	

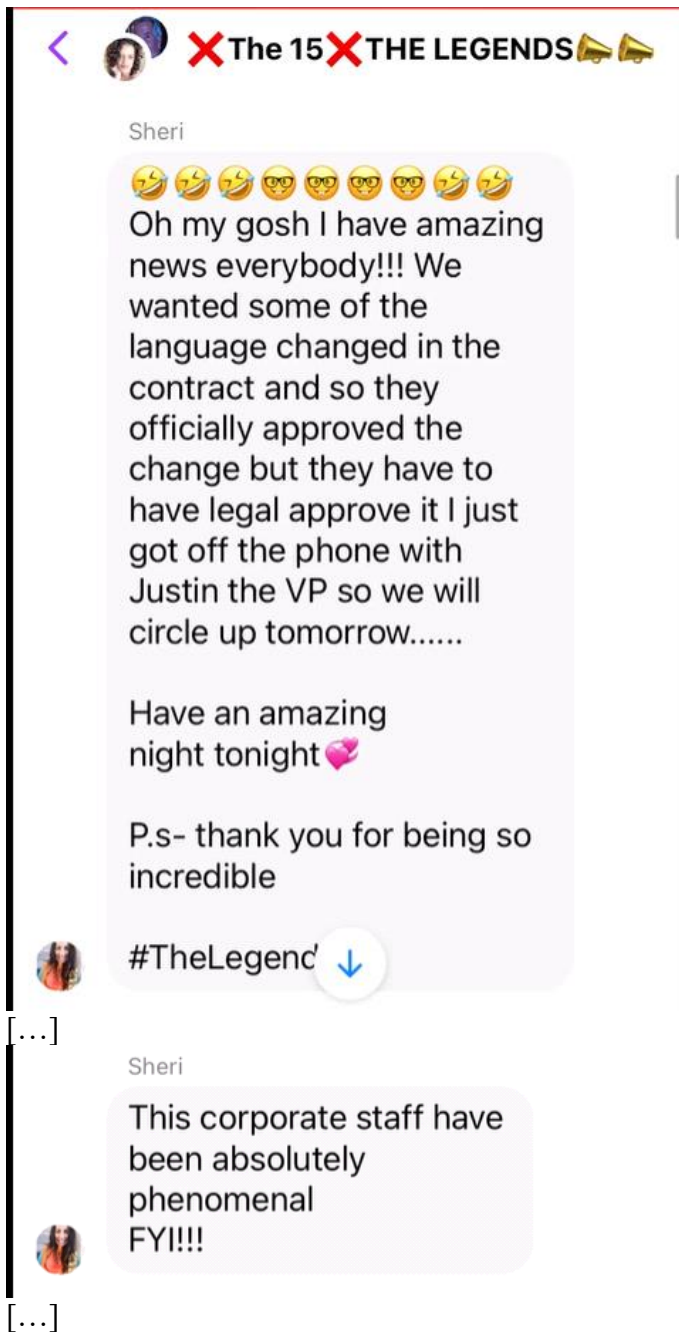
Modere Compensation Plan



"People nothing posted on social media..... We're talking to cross line teams in other groups..... We are sooooo CLOSE!!! Sooooo Close!!!"

**\*\*Cross Recruiting\*\***

**10/2/2020**





Sheri

Well one thing I do wanna point out is the company has done above and beyond even if the contracts were as is which is how all the contracts are written for "HIPOS" it's standard...

However they were open to changing it and giving us extra bonuses that other HIPOS don't get..... that demonstrates how valuable you guys are 💕

So I don't want you guys to think the company was trying to get away with anything because it's not the case..... Dean & Joe were so brilliant to bring it up and see if they were open to negotiate ..... and they were 10,000% in .....

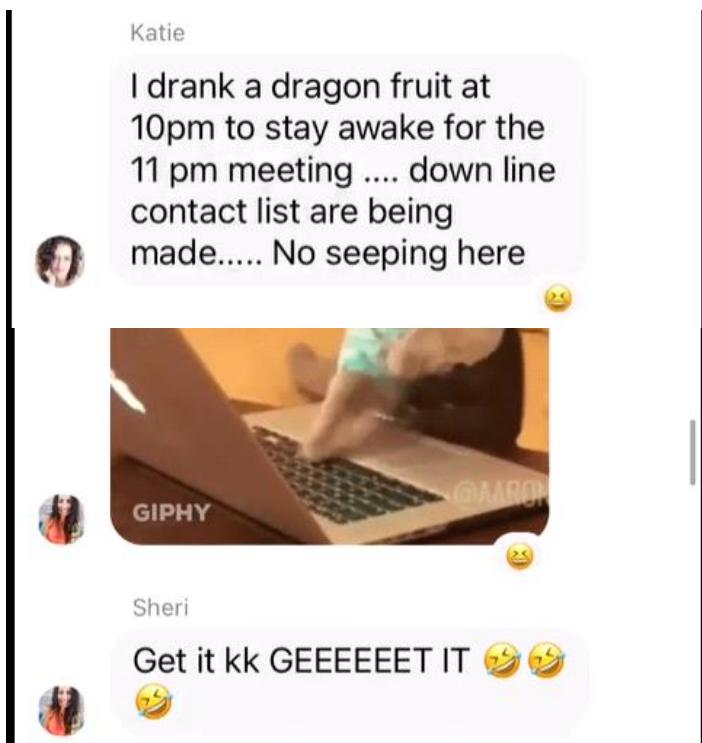
gratitude is ultra important throughout this whole entire process....

I am so grateful to be on this journey with each of you 💕

I'll start w my gratitudes....  
I'm grateful for  
Jeremy joe Cinda Dianne dr  
mike Sharon Jeremys  
Angela Brady Harlan  
tammy van clark Shane Anna  
JJ mom dad ↓ and Bentley



Sheri was working directly with Modere's legal team regarding the contracts.

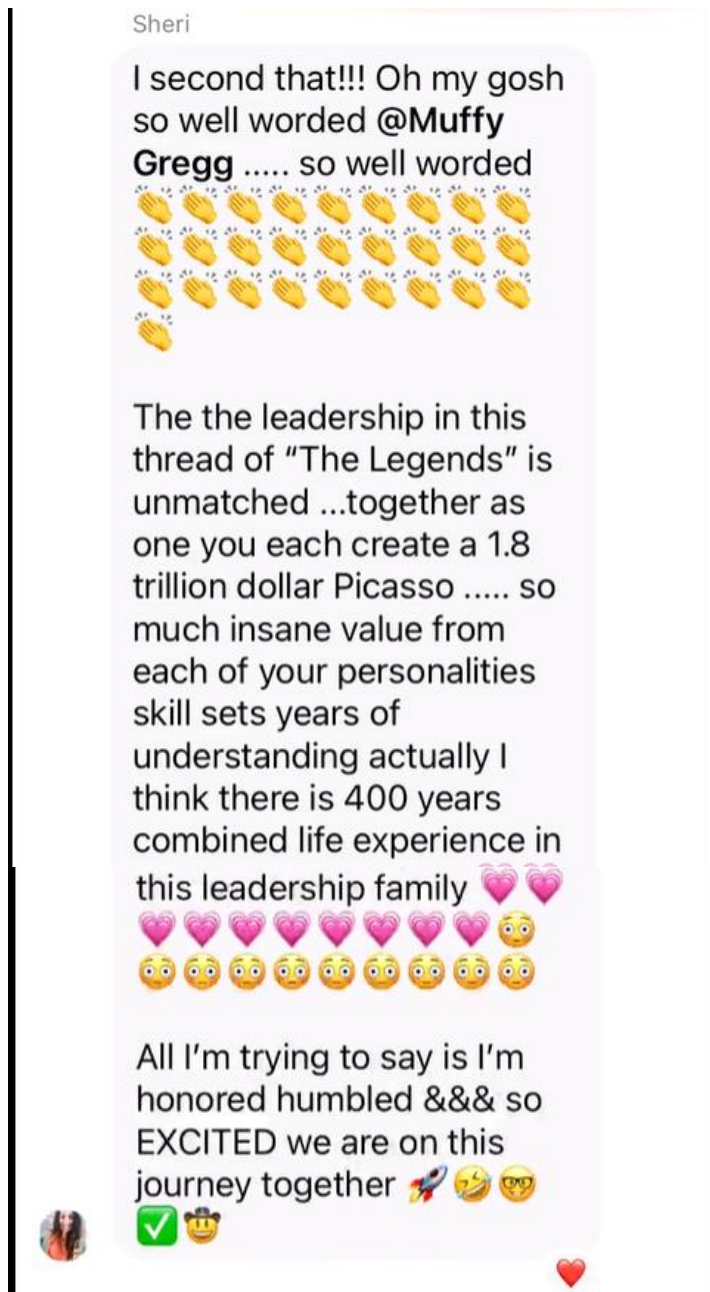


Drank LifeVantage product, and are making "downline contact list" most likely downline contact lists from LifeVantage. Sheri is in support of this.

**10/3/2020**



Bob is excited to make some noise over at Modere.



Sheri's reply to Bob's excitement.

\*\*more comments and replies from other people\*\*

OCT 03, 2020, 11:27 AM

Clay

I can't say how much I appreciate everyone!!! Joe thank you for the scripts! Is anyone else having a challenge of not getting in a traditional conversation with your people like we did in LifeVantage? What's working for everyone? Joes script only or other things as well? Thank you! I am so glad to be amongst the best people ever!!!



Clay asked about how to have a traditional conversation like they did at LifeVantage.

Remember we do not charge cards until the 10th and anybody that is coming with you you get a paycheck on the 11th!!

You get paid with 24 HOURS

HIP HIP HORAY 🥂🥂🥂

Sheri is talking about enrolling people with the packs. They will enroll everyone on the 10th, and get paid on the 11th.

**10/4/2020**

OCT 04, 2020, 3:55 PM

Katie

Does anyone know a way to get a list of the distributors that have been removed by the company in January?



Jim



If you find out let me know



Clay



Please share I  
anyone knows!

OCT 04, 2020, 4:19 PM

Sheri

No there's not..... I've tried  
to look....but a good  
memory 😞

Definitely don't call  
Corporate to get it 😞😞😞



Brady

I will look. So it is everyone  
that didn't make an order  
last year

In 2019



I will look for a way to  
search it easier

Dean

Keep in mind that they  
purged the System in  
January and a lot are no  
longer in the system.... (And  
still 80,000 😞)



OCT 04, 2020, 4:49 PM

Katie



So I found my list that I  
printed out 1 year ago

Dean

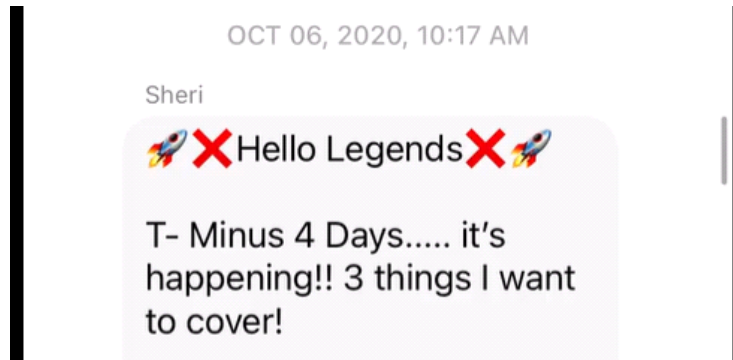




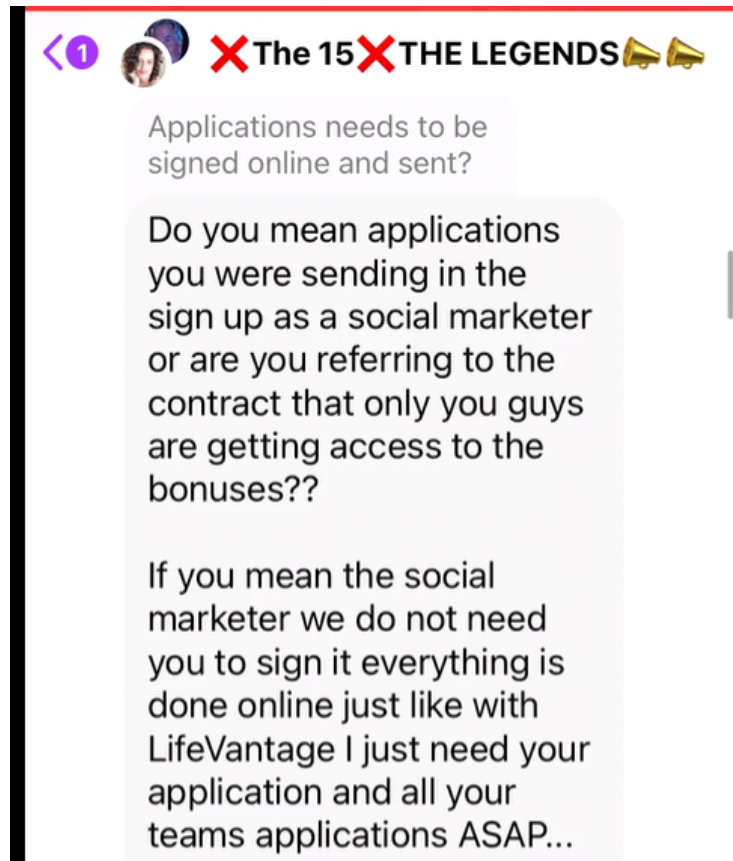
Katie asked if there is any way to get a list of the LifeVantage Distributors that were removed in January. Sheri knows this is not something they should be doing, which is why she advised to not call Corporate.

**10/5/2020**

**10/6/2020**



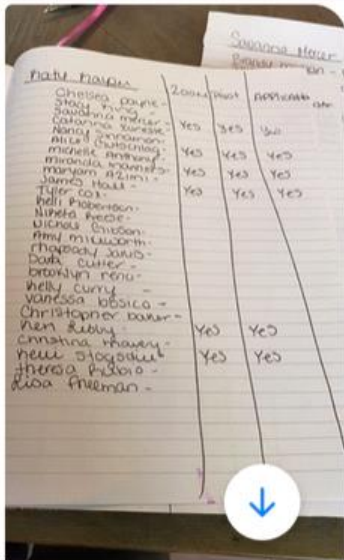
Sheri is mentioned that in 4 days is when they are planning to enroll everyone in this group.



Sheri compares the application process to LifeVantage.

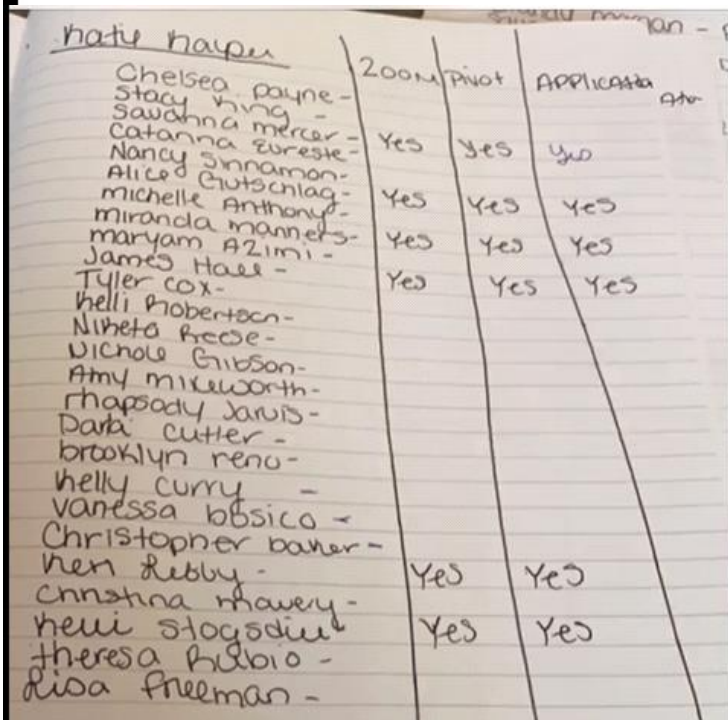
Katie

Okay okay... so I started writing down all Distributer's and their team on individual pages and adding 3. I do not want to leave anyone behind and want to ensure an invite has been sent to everyone.



A handwritten list of distributor names and their team status in a table format. The table has three columns: Name, Zoom, and Pivot. The names are listed in the first column, and 'Yes' or 'No' are written in the second and third columns. A blue arrow points down from the bottom of the list.

Name	Zoom	Pivot
Chelsea Payne		
Stacy King		
Savannah Mercer	Yes	Yes
Nancy Sinner	Yes	Yes
Alice Gutschlag	Yes	Yes
Michelle Anthony	Yes	Yes
Miranda Mannet	Yes	Yes
Maryam Azimi	Yes	Yes
James Hall	Yes	Yes
Tyler Cox		
Helli Probertson		
Nibeta Reese		
Nichole Gibson		
Amy Minkworth		
Rhapsody Jarvis		
Dana Cutter		
Brooklyn Reno		
Helly Curry		
Vanessa Bbsico		
Christopher Baker		
Nen Leiby	Yes	Yes
Christina Mawery	Yes	Yes
Heli Stogsdine		
Theresa Bulbio		
Lisa Freeman		



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James Hall	Yes	Yes
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Helli Probertson		
Nibeta Reese		
Nichole Gibson		
Amy Minkworth		
Rhapsody Jarvis		
Dana Cutter		
Brooklyn Reno		
Helly Curry		
Vanessa Bbsico		
Christopher Baker		
Nen Leiby	Yes	Yes
Christina Mawery	Yes	Yes
Heli Stogsdine		
Theresa Bulbio		
Lisa Freeman		

Katie wrote down a list of all distributor's and their team on individual pages. From the names I checked, a lot of these people are or were LifeVantage Distributors/Customer

By the way if any of you  
guys get a text from any of  
the upline or a phone call  
from any of the upline.....  
just shoot me a text before  
Responding....

And I'll walk you through it

Sherri said that if you get contacted by your LifeVantage upline, let Sheri know.

**10/7/2020**

P.S- I love you guys!!  
AGAIN..... if you get calls  
from upline don't respond  
just text me..... this is all  
coming together amazingly  
please get your contract in  
ASAP like in the next hour  
ideally so we can get that  
locked it 🤔😂💖✅

Sheri comments again on what should happen if a LifeVantage upline contacts you.

Joe

~~OHMYGAWSH~~  
Last night was EPIC

YOU guys broke the zoom  
you literally MAXED out the  
zoom limit 😂😂😂

Can you feel this yet?!? 🤔

✅ Put this in your schedule  
Por favor 🙏

Tonight (Wed)  
Story.Truth.Pivot Zoom @  
7pm cst

Training after @ 8pm cst

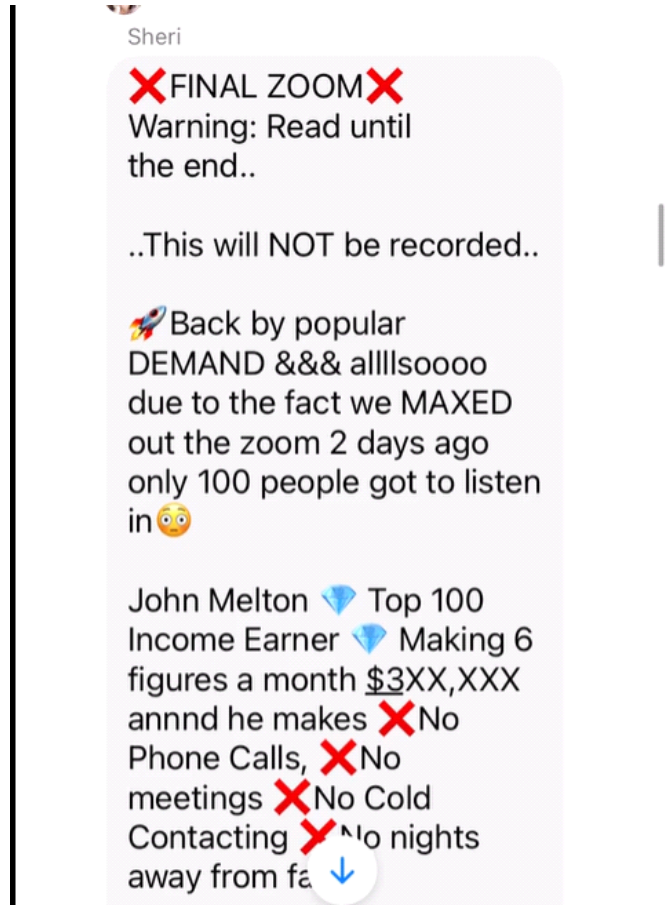
Zoom ID: 307-689-1112



<https://us02web.zoom.us/>

There were 100 people on the zoom call.

10/8/2020



This is a zoom call with a Modere Distributor. And they are talking about how they expect to have at least 100 people on this call.

10/9/2020

OCT 09, 2020, 10:55 AM

Sheri

This is the post I put in The Legends Group Chat wanted to keep you guys in the loop...

❌ Warning Read UNTIL THE END ❌ (pretty please 🥰)

It's finally here the last day.... before the FIRST DAY OF REST OF OUR LIVES!!!!(I know that sounds dramatic but on some level isn't soooo true 🥰) 🥰 🥰 🥰 🥰 🥰 🥰

I can't even begin to tell you how honored humbled and amazed I feel that we get to travel this journey with all of you guys hand-in-hand 💕

This morning I woke up with the most beautiful feeling of this peace happiness and the intense feeling of amazement that this is the right decision..... and all of you guys together have helped validate this countless times without you even realizing it.... i've been watching and listening to all the excitement and I'll tell you what.....I honestly don't know if I've ever been more



excited than right now in this moment in my entire life. PERIOD. (Just being transparent 😊)

That's just a long way to say thank you thank you for your patience thank you for your time thank you for your energy thank you for your relentless kindness and your endless supply of love between everyone apart of this launch 💖🙏

OK Sheri 🛑 STOP 🛑 with the sappy stuff get to the content 😊

OK OK OKAAAY 📌

❌ House Keeping ❌

If you want in on this Launch 🚀 and you want to come play with us and make \$\$\$ or get healthy or just have fun..... Paper Applications 🤖 MUST BE IN TODAY (Friday) by @11:59 pm 🤖

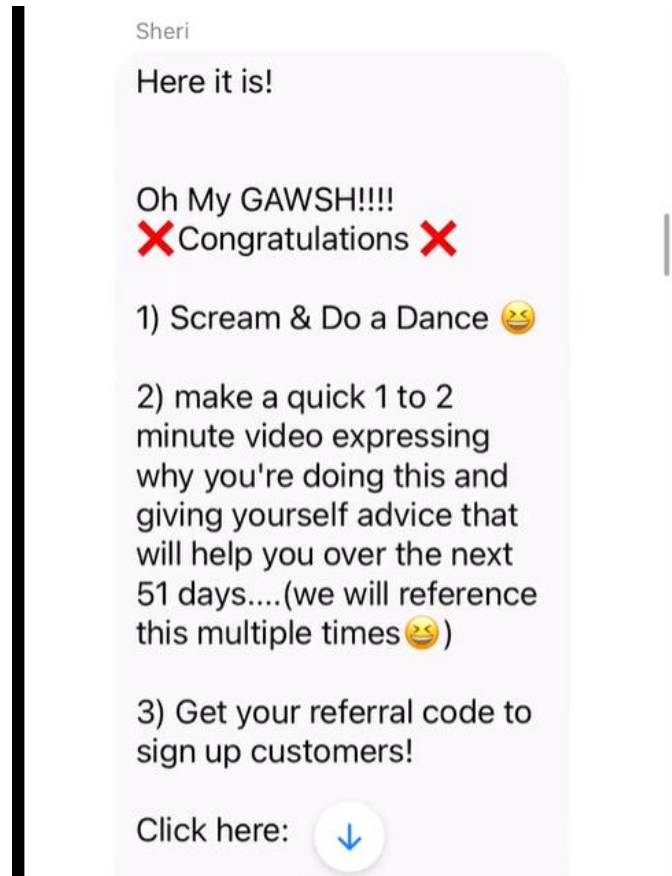
Preparation for the launch.

Sheri

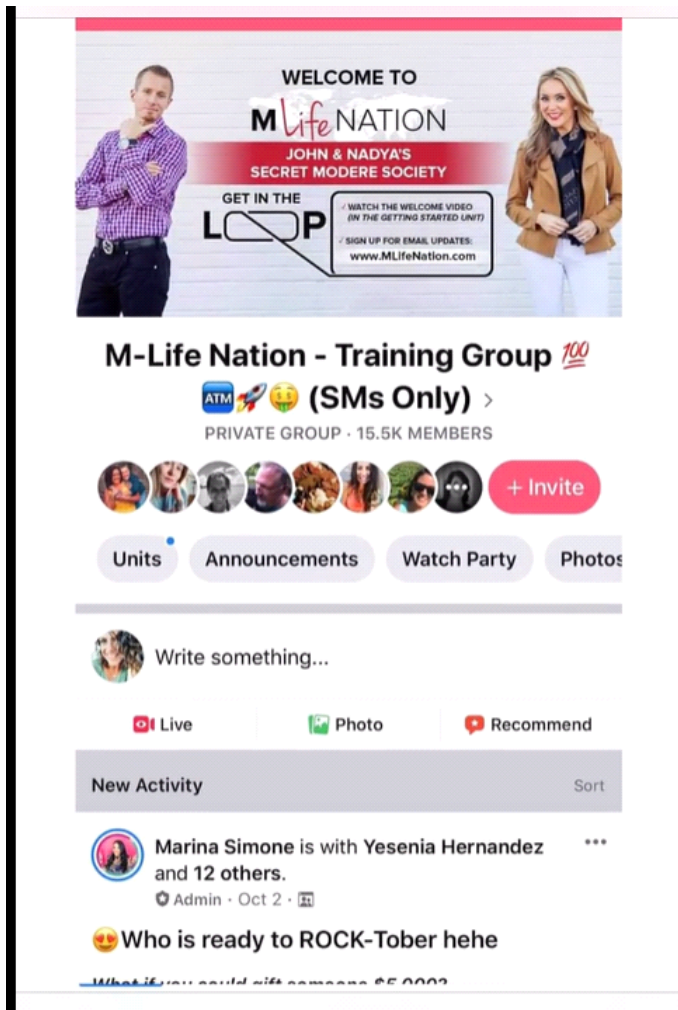
Hey guys we are starting to run applications tonight!!! So freaking excited again if you get any calls from any up line just for right now don't respond just text me everything's gonna be amazing beyond words but we are literally seconds away from pulling this whole thing off..... 💖💖💖💖🚀🚀

Sheri suggestions what everyone should do if their upline from LifeVantage message them.

## 10/10/2020 - The day they all signed up.



Sheri comments on signing up, and what to do.

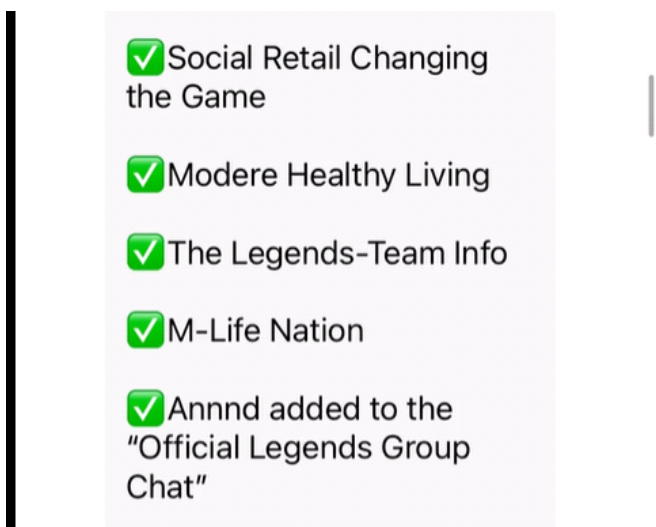


Modere closed Facebook page.

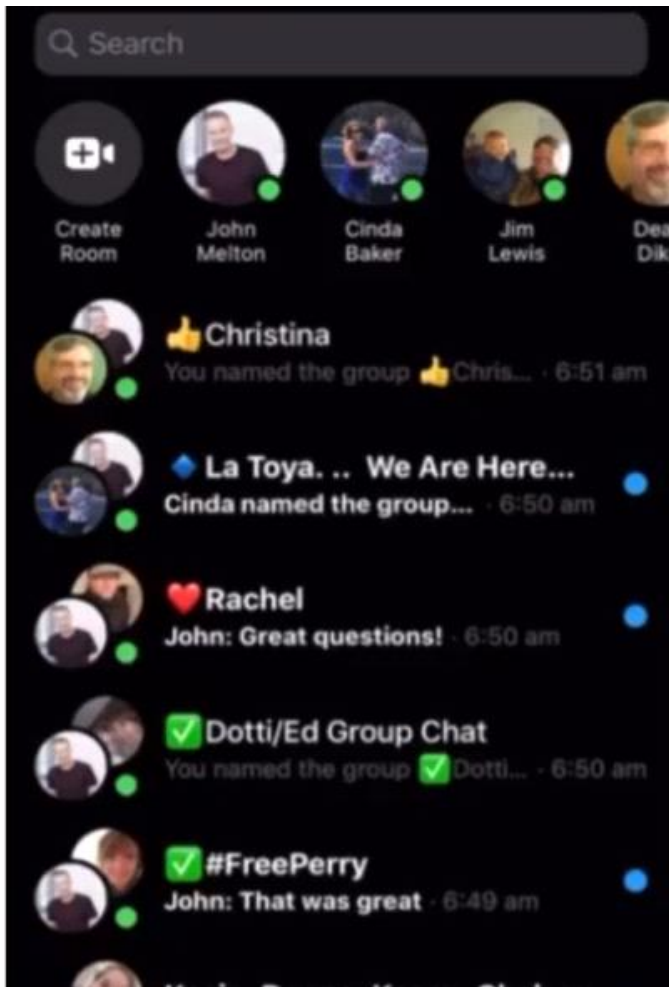
**10/11/2020**

\*\*They talk about the process for signing in to Modere's website.

**10/12/2020**



These are all the Closed Facebook groups.



Sherri offers the idea of adding emoji's at the front of each conversation so they can know who is a prospect and who has already signed up.

**10/13/2020**

OCT 13, 2020, 1:52 PM

Sheri

Van just asked a brilliant question in the legends group thread about what to say to somebody today and tomorrow in regards to the pre-launch and together here's what we put together..... if you guys can please let your team know about this because not everybody checks the legends messenger chat!! @Van A-Haddox thank you thank you thank you

Step 1-

Step 1-

"Something big is going to happen in a couple of days and I wanted to let you know before the rest of the world!"

Step 2- when they respond with a yes or what is it... or anything wanting more info either verbally on the telephone conversation or in person conversation or in texting conversation then I would proceed to 🙌 🙌

Step 2-

"Perfect okay! I'll invite you to two Facebook groups and begin a group Messenger chat with you and a couple of key people that I've been working with for the past few years to help answer questions!"

So I think this is absolutely perfect just break into a two-step process and get them to say yes before you tell them to step 2!!!

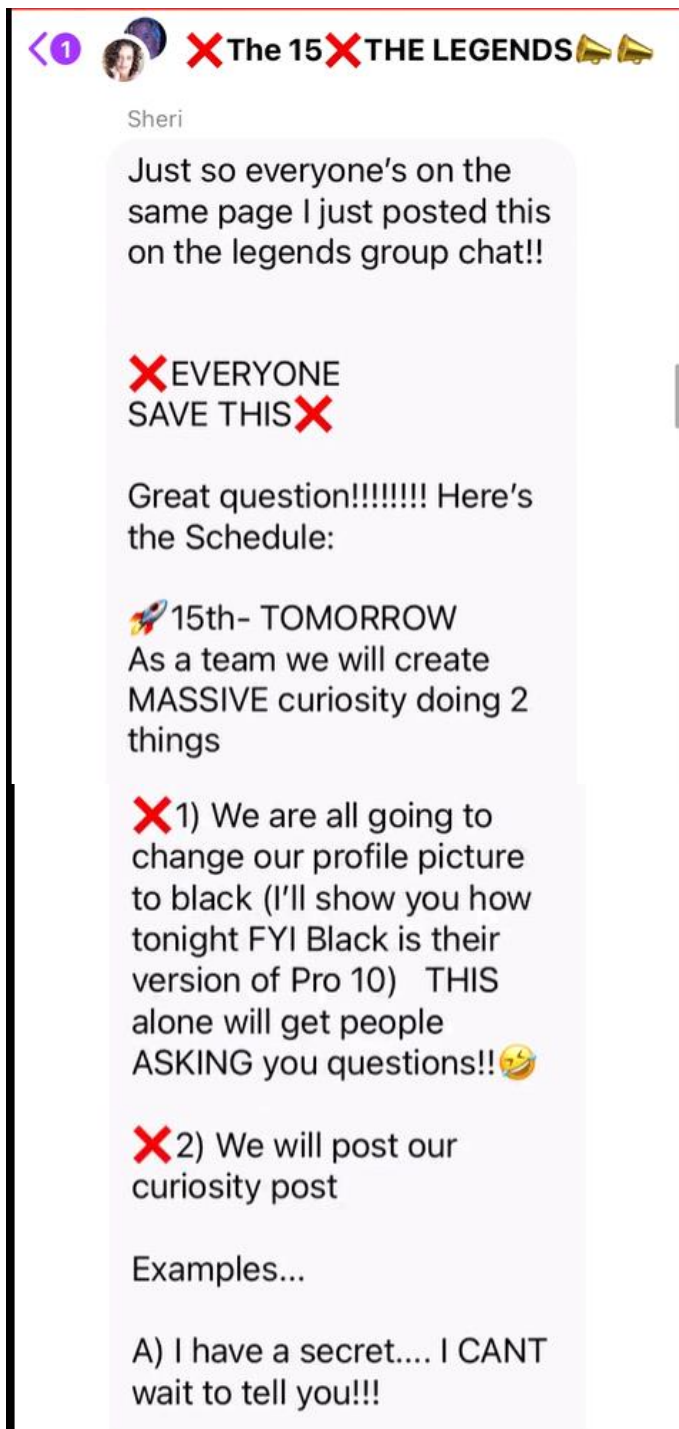
Brilliant brilliant brilliant idea  
Van thank you for posting!!!



Sheri's group is planning a prelaunch for everyone else on Facebook and this is the process they are planning to follow for this pre-launch.

**10/14/2020**





B) OMGAWSH!!! This secret is killing meeee!!

C) HUGE announcement!! I can't wait to tell you!!

D) OMG OMGawsh! HUGE news!!!! I can't wait to share!!

E) IDK how much longer I can keep this SECRET to myself!! Eeeeeek

You'll just have fun with it and everybody will do their own!! It'll be something that will spark curiosity!! (Don't ask anyone to comment if they want to know..that's spammy 🙄🙄) just have fun with it!!

XX EVERYONE that wants to know more ... or deets.... or asks questions you will

🤪 ATM YOUR FACE OFF 🤪

🚀 16th I Sheri Hollenback will be doing a Facebook live at 7pm MST explaining my Why video it will be ULTRA JUICY!! So everyone on the team at the EXACT same time will jump on SHARE the Facebook live to THEIR personal wall (we will show you tonight 😊) and you guys will comment like crazy taggin 👇 ople in it to watch it!!

✗ AGAIN....EVERYONE that wants to know more ... or deets.... or asks questions you will

🤪 ATM YOUR FACE OFF 🤪

🚀 17th you will do your own "why" video (we will explain this tonight) basically what in your life do you not want to do anymore... spin your wheels.... say no to vacations.....never see your family because you work too much.... Just what part of your life are you un happy with list off 3-5 things.....

THEEEEN you will talk about how excited you are and that you found a solution!!

You WONT MENTION  
✗ Modere ✗ Any Product Name ✗.....

You want to only create curiosity so explain why you're excited

I get more time!! I get a to create a savings account for my kids!! I get to go on more vacations!! I get to get healthier and feel like me again!!

just list 3 to 5 reasons why you're so excited!! I get to help more people have fun and make money!!

(again we will go over this in detail tonight!!)

✖ AGAIN....EVERYONE that wants to know more ... or deets.... or asks questions you will

🤪 ATM YOUR FACE OFF 🤪

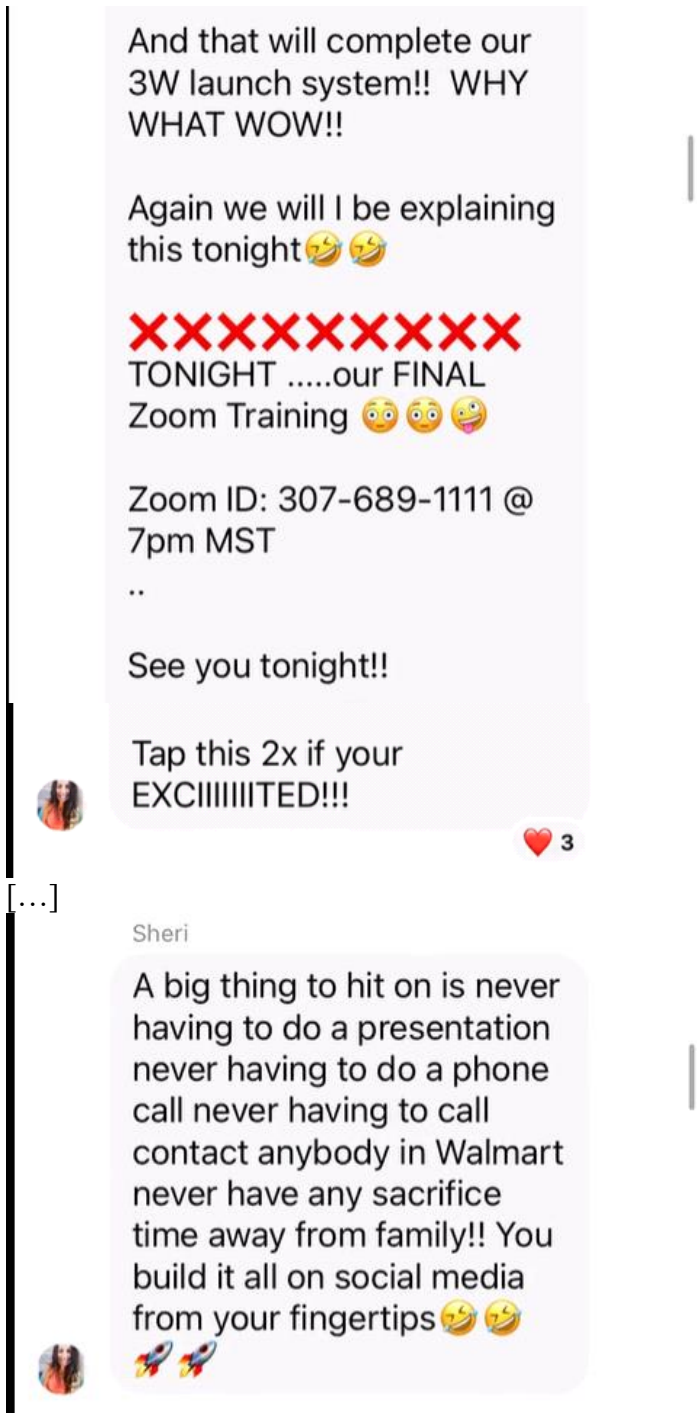
Then on the

🚀 24th we will do the UNBOXING VIDEO ( so in the meantime can you use your products absofreakinglewtly!!..... Just save your box that we can put them back in the box and pull them out on the 24th to do your unboxing video!!!!

If you're confused on this unit two will explain the three types of videos we will be doing!! I will also be going over this tonight!!

🚀 30th we will be doing the WOW video..... (I'll explain tonight!!)





This is Sheri's entire plan for the pre-launch and how they are going to be getting people's attention.


**10/15/2020**



OCT 15, 2020, 8:14 AM

Sheri

Copy & paste this to send to your team!!

 The Race Gates are OPEN

Step 1- Change your Profile Picture to Black!!!

Once you change your profile picture to black let us know on this thread so WE CAN ALLLLLLL go comment....

What's going on fill us in.....

Why the black!?

Tell me more!!

Step 2- At LEAST 5 hours later post your curiosity post "OMG I have a secret.." post

Once you do that let us know down below so we can ALLLLLLL go and comment

Tell me more!!

What is it?

I want to know!!!



Sheri explained more details regarding their pre-launch plans.

"OMGawsh! I'm so excited to tell you this before the rest of the world finds out tomorrow but I am a part of this massive movement with my friends to help people get healthy help people have fun help people make money just helped a ton of people and so what I'll do is I'll add you to two Facebook groups and I put you in a group chat with some of my friends they can help answer your questions after you watch the videos!! And if you like it great if it's not your thing not a problem I just want you to know before the whole world finds out ton ↓ w 😊😊"

Sheri's template for the pre-launch when they get questions about it.

Sheri

✖HOUSEKEEPING✖

Hey my friends make sure you keep your picture black black black until tomorrow at 1 PM Mountain standard time we want to be able to use this black as a way to continue to keep curiosity through the night and through the morning!! There's some people that don't check their Facebook page until night time so you'll be missing out on a whole bunch of people that could be asking you questions..... if you have already changed it don't change it back just leave it but for everybody else keep yours black so you can keep the curiosity going until 1 o'clock tomorrow 😊😊😊😊😊

Also whenever you switch your Facebook picture back you lose out on the algorithm of your curiosity post because it's considered another post back to back 😊😊

All this amazing things we get to learn!!

I'm so insanely proud of everybody on here!!!



Sheri provides more information about the curiosity posts.

✓ 6:55pm MST Jump onto my Facebook page and keep refreshing and remind your whole team to jump on my Facebook page and keep refreshing and be ready to click on my FB live and share it to your personal page.... feel free to put a catchy title on it like alert or oh my gosh anything catchy that will get people to stop 🛑 then begin tagging people that you want to watch this at some point all of your

prospects that you have ATMed already or any of your future prospects you have on the tip of your tongue tag them and coach your team to do the same!! We will blow this baby up with anyone of you guys like to hit elite in your first Month?! 🤔

Anyways if there's anybody I have missed commenting on your ATM group will you



please just let me know I  
may have missed one or  
two or 10 but hey let's make  
a mess and clean it up as  
we go while we're having  
fun 😂😂😂

I'm simply in all of your  
leader ship each and  
everyone of you as I see you  
working with your team.... it  
just blows me away I want  
to say it again and I will see  
it every single day for the  
rest of my entire life it's an  
absolute honor that you  
guys allow me to play in  
your world..... this is your  
world your game your  
victories your impact.... I'm  
just so grateful I get to be a  
part of it at any level..... 🙏

Thank you thank you thank  
you and enjoy your thank  
you letter tonight you wrote  
to yourself 💖

(any tips you guys have  
learned in the last 2448 hrs.  
please share them with  
everybody and any  
questions you have please  
don't hesitate to ask I would  
like to over communicate  
can you tell 🤔)



Goodnight legends.....

Sheri provides more information and instructions regarding how the pre-launch will go.

**10/16/2020**

\*\*Talk about Sheri's Facebook Live and they have a zoom call.

**10/17/2020**



How does this company compare to XYZ company?

Sheri created several voice messages then posted this. Most likely referring to LifeVantage. They posted a lot of different replies they got from the videos they created.

**10/18/2020**

They are talking about the reactions they are getting to their videos.

**10/19/2020**

They had a zoom meeting and set up new emoji's for conversations.

**10/20/2020**

OCT 20, 2020, 12:57 AM

Sheri

Thanks to KK 💕 feel free to copy and paste any on of these but then tweak it & make it your own (even if you change one word!!)

❌ Include a selfie of YOU excited with the spoon!! Licking it .... or holding it staring at it.... put it on your nose 🤪. Just have fun 😊

P.S-Have freaking FUN!!

P.S.S- Once you post it drop the word "I did it" in

The Legends Official Group Chat & we will come over & blow up your comments just make sure to reply "I'm Pm You" on EACH comment!

#### EXAMPLE #1

So my launch 🚀 mode has been off the charts!

For those that have reached out to me, I'm working through my messages. 🤖

I was skeptical, but my friends, this liquid gold is legit! 🦋

Just a tablespoon a day literally burns 🔥 belly fat away!! SO easy and SO good! This tastes like brownie batter! 🍫

🏆 WON the #1 weight loss product! 🏆

Clinically proven to block fat adsorption and increase lean muscle!

I have a \$10 off coupon if you want to give it a try!

I'm excited to try the vanilla next, I hear it tastes like vanilla cake! 🍰

[...]

Sheri provides different options for posts.

Sheri

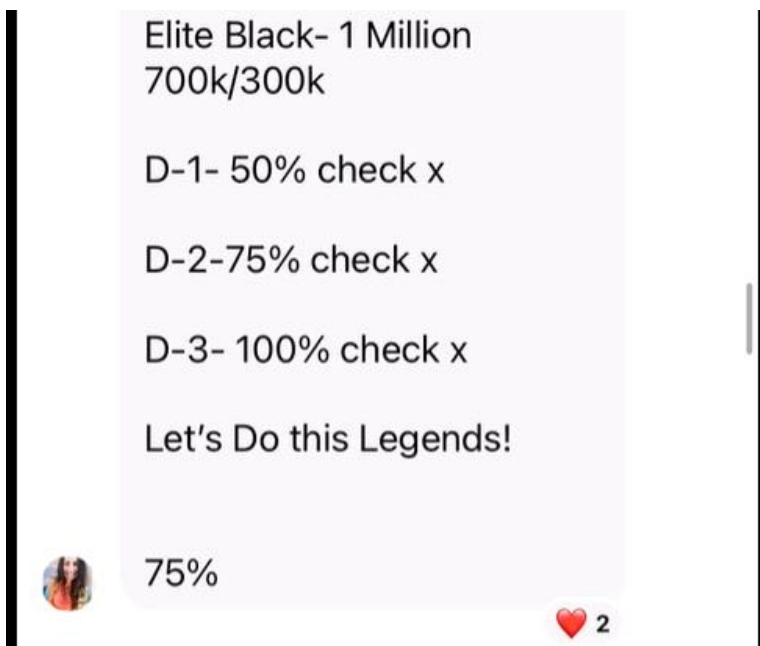
Well if you guys would quit blowing up the group chat then maybe I could take a shower going on day four with no shower and Bentley is about to kick me out of the house 😂

You guys are seriously amazing!!! If there's any time to lean in its right now!!! It's about to get a little bit exciting!!! In the most beautiful way!!! 11 Days left to rank up!!



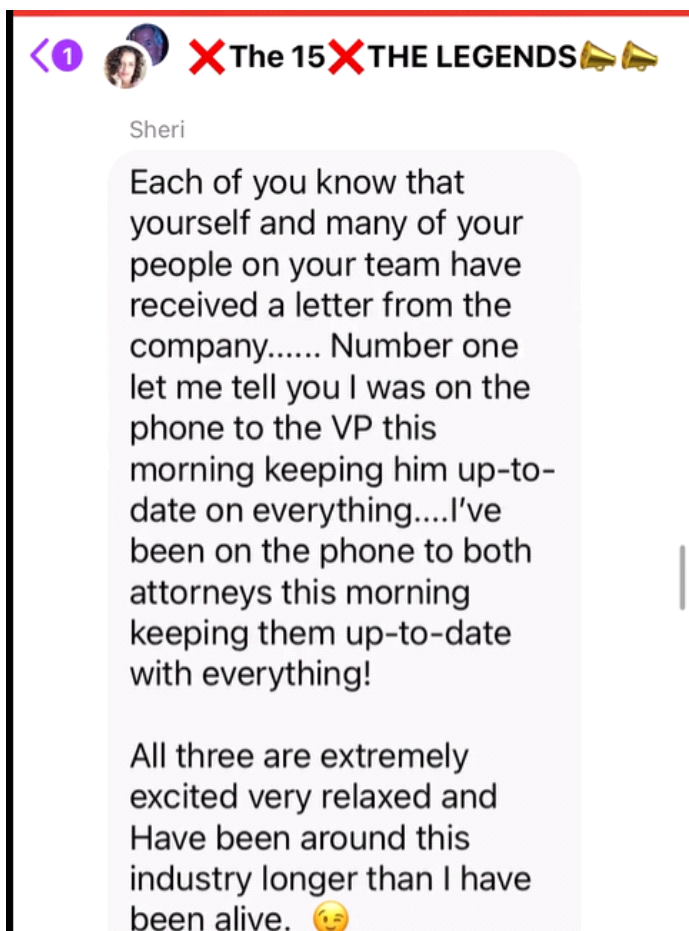
[...]





Sherri mentions that they have 11 days left to rank up to get these bonuses.

**10/21/2020**





This is very common that happens on a regular basis in the industry. But really it's not just an THIS industry it's in Corporate America... its in relationships 🤔. When one person wants to take a different path there's not always 100% agreement.

Anytime you include humans into any equation sometimes it can get a little funny 🤔.

However this is such a beautiful teaching moment to each and everyone of you on here including myself.....

It's a teaching moment to actually put in a play what we have learned about emotional mastery what to focus on etc. as what we focus on is what we feel good or bad... emotions that serve us or NOT serve us.... Emotions that serves others or Doesn't serves others....

But it's also a beautiful representation of every human being responding either out of fear or out of love..

Right now LV is making a fear-based move.

I knew this was a slight possibility yet I'm still surprised they went this far as to terminate our friends and us on the team.

They are wanting to make a statement and give our team a very public "Spanking" 😏 to instill fear into everybody in LifeVantage NOT to even consider questioning or looking at other options.

They also are trying to instill fear into our team to crawl in a closet suck our thumbs and hide & just go away.

The problem is they don't know you they don't know me they don't know our team they don't know that's not us.... They don't even have an idea of the 6SS each one of you guys on here have created already they don't know the amount of trust you have with your team you have with all of us they don't know the emotional ties that we have created.... This is just validation they have no idea who we are..... Who The Legends are! 😏🔥💖🚀

I also received a separate letter and long story short.

They not "Happy" with me because I was suppose to leave in silence and disappear and have NO Contact for two years with you or our team.

The problem is my identity is tied to you each...it is tied to our team ...our family and obviously that wasn't an option for me. Period.

The whole reason for this pivot was to find a vehicle that could close the gap on our team our family's "Dreams" "Why" .... to finish what we started.

So once again I want to bring and highlight the fact that this is such a beautiful moment for each of us to see, What can we learn from this moment where is the beauty in this moment.....

But really?! When you really look at it there's really only 2 Problems:

Problem #1

✗ LifeVantage is pulling everyone's check...

Solution:

✓ Put out head down &  
Make money in Modere.  
Most people will earn more  
in their 1st month then in  
their entire LV Career

Problem #2

✗ LV is banning our team  
from ordering product

SOLUTION:

✓ We can just go online  
and buy it.

Problems Solved 🙏

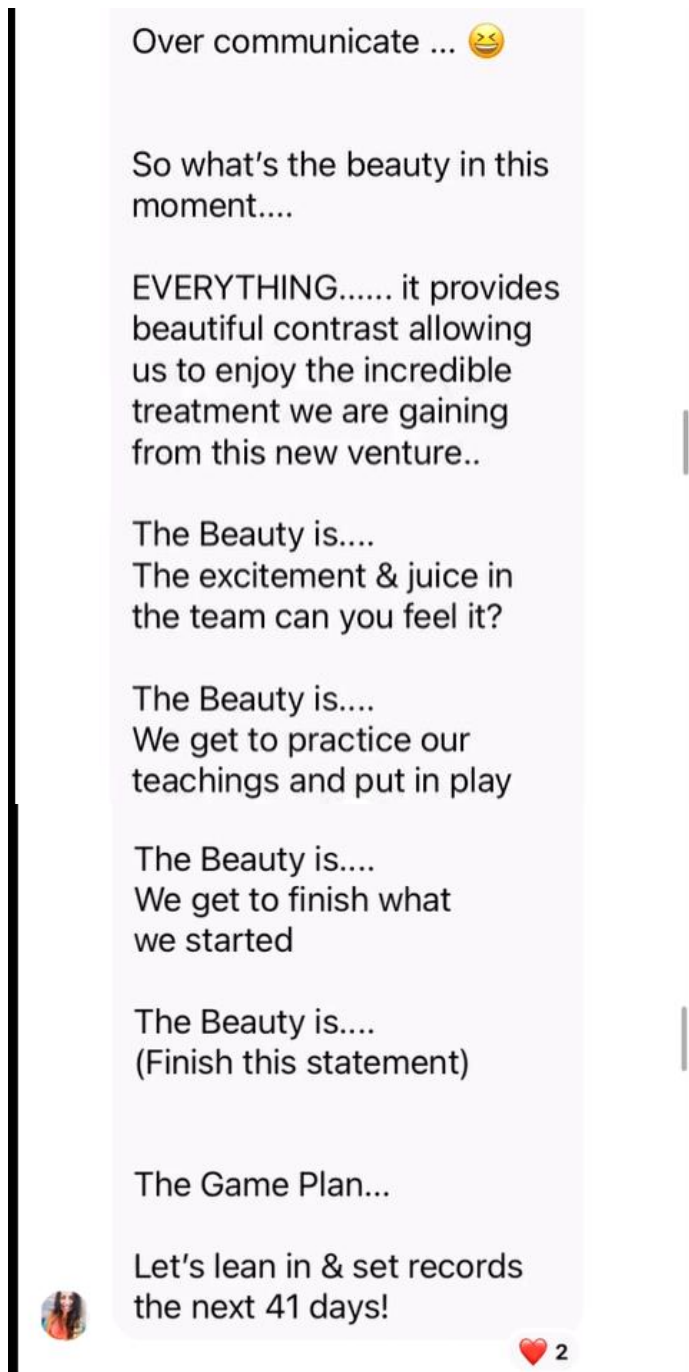
As of right now if  
LifeVantage reaches out in  
any form a phone call and  
email (expect more of  
those) or anybody at the  
elite ranks reaches out a  
phone call or an email or  
text please Just forward it  
onto me and then I'll be  
forwarding everything onto  
our attorney and to the VP  
Justin

I want to keep everyone in  
the loop on everything.  
Over communication in this  
beautiful learning moment  
phase of our life is probably  
a great idea right now. (no  
one sentence no commas

🤔🤔)







Sheri explains that she has been informing Modere of every step they have taken thus far along with her attorney. She says that this cross recruiting is "very common". Claims that LifeVantage is making "fear-based moves" and claims that she didn't expect LifeVantage to "terminate" their accounts. She claims that LifeVantage suspended these accounts to instill fear, but they claim to "not be afraid".

Sheri let's everyone know what LifeVantage expected of her "I was supposed to leave in silence and disappear and have NO contact for two years with you or our team", but says that "The problem is my identity is tied to you each.... It is tied to our team ...our family and obviously that wasn't an option for me. Period." Claiming that she could not obey the contractual obligation she had.

She left LifeVantage to find another vehicle that could close the gap in her "dreams" and her "why". Sheri says that "LifeVantage is pulling everyone's check..." so the solution would be to work harder with Modere. She says that LifeVantage will not allow them to order, but they will

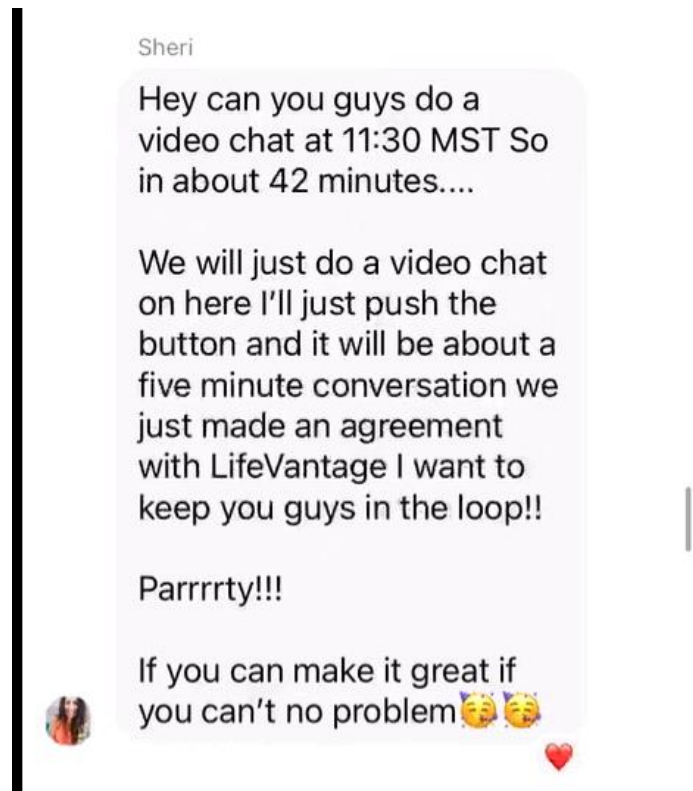


order online anyways. And if LifeVantage tried to contact them, everyone should sent it to Sheri for her attorney to review and the VP of Sales at Modere, Justin.

**10/22/2020**

\*\*Discussed templates for sending prospects. \*\*

**10/23/2020**



Sheri Claims that she made an agreement with LifeVantage and wanted to let everyone know about it.

**10/31/2020**

How to do your WOW  
FB Live

Step 1- Start talking as soon as you push live let them know why they should listen to you & listen to the end .....Winning \$500 in the next 24 hours!

Step 2- Let them know you've been in X amount of time & List of 3-5 things that are "WOW"s to you! It could be product wow results or business WOW

(DONT mention Money or # of people on your team or volumes of your team **X**per compliance ) ↓

But you can use Your blown away by the product because XYZ and all the people with their results!

Your INSANELY obsessed by the business because of the simplicity & duplication & culture of the people & the success stories you've already seen!!

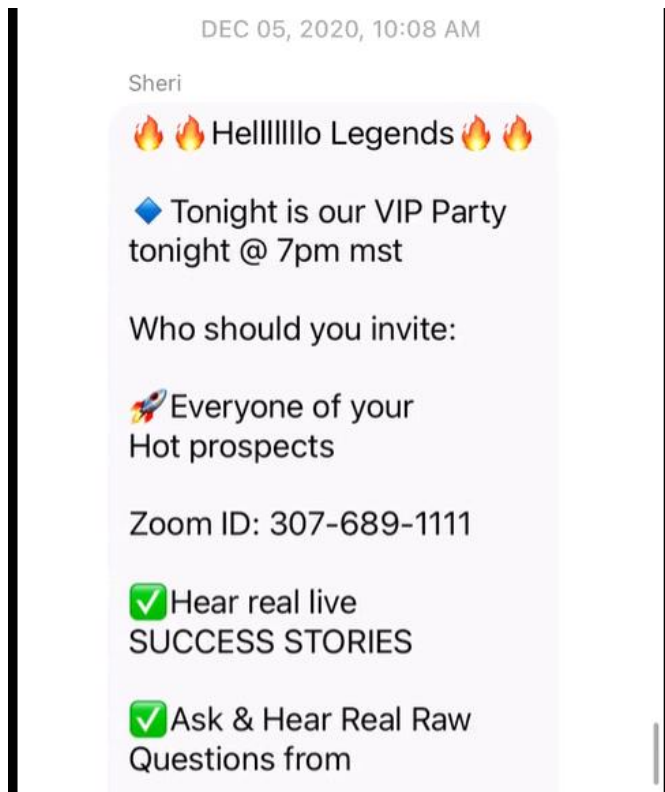
Just have FUN!!!

Step 3- Close with you want me details on how to win \$500 or details on the product or business message you ASAP in the next 24 hours!!!



Sheri must have been in contact with Modere's Compliance department because she mentions some things to not do per compliance.

12/5/2020



The VIP party was on Dec. 5, 2020.

**12/11/2020**



Photo of a party at Sheri's house.

**12/12/2020**

**\*\*VIP Zoom Christmas Event\*\***

12/14/2020

**The Legends Schedule December 2020**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Zoom ID: 307-689-1111		1	2	3	4	5
6	7	8	9	10	11	12
13	14 <b>Legends Game Planning</b> Time: 7pm MST	15 <b>VIP PARTY</b> Time: 7:00pm MST	16 <b>Legend Hour</b> Time: 7:00pm MST	17 <b>Legend Hour</b> Time: 7:00pm MST	18 <b>Legend Hour</b> Time: 7:00pm MST	19
20 <b>Legends Game Planning</b> Time: 7pm MST	21 <b>VIP PARTY</b> Time: 7:00pm MST	22 <b>Legend Hour</b> Time: 7:00pm MST	23 <b>Legend Hour</b> Time: 7:00pm MST	24 <b>Legend Hour</b> Time: 7:00pm MST	25	26
27 <b>Legends Game Planning</b> Time: 7pm MST	28 <b>VIP PARTY</b> Time: 7:00pm MST	29 <b>Legend Hour</b> Time: 7:00pm MST	30	31		

**The Legends**

**Weekly Social Media Posting Schedule**

**Pro Tip**

Post in your Stories DAILY Starting with a Video of YOU using the products FOLLOWED by 3 Testimonials!

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<b>Morning</b> Value Post or Live	<b>Morning</b> Value Post or Live	<b>Morning</b> Curiosity Post or Live	<b>Morning</b> Engagement Post	<b>Morning</b> Value Post or Live	<b>Morning</b> Curiosity Post or Live	<b>Morning</b> Value Post or Live
<b>Evening</b> Curiosity Post or Live	<b>Evening</b> Direct Post or Live	<b>Evening</b> Value Post or Live	<b>Evening</b> Value Post or Live	<b>Evening</b> Value Post or Live	<b>Evening</b> Value Post or Live	<b>Evening</b> Value Post or Live

**Definition:**

**Value Post or Live-** NON-Business or NON- Product Related.

Any post that adds Value to someone's life. Makes them Cry, Smile, Laugh, Think or Get Inspired! (Post a Value Post 10x a Week)

**Curiosity Post or Live-** Anything that sparks interest in the product or business. Never Mentioning the Product Name or Company Name just creating CURIOSITY around the product or business. Creating an urge by the prospect to "Reach" out to you to know the rest of the story & figure out what you're talking about! (Post a Value Post 3x a Week)

**Direct Post or Live-** Same as the Curiosity post EXCEPT in this one you ask the audience to "Do something for Info" Such as Message you for info or drop an emoji if they want more info. (Post a Value Post 1x a Week)

Their event schedule and social media posting schedule.

12/16/2020

<1  ~~X~~ The 15 ~~X~~ THE LEGENDS  

 Hey Legends... just a hot tip!


Anytime you're posing your curiosity post regardless whether it is product or business post....

Make sure you ~~X~~ DO NOT mention any of the product names such as:

~~X~~ Lean Body System  
~~X~~ Trim  
~~X~~ Biocell  
~~X~~ Modere

or anything somebody could search on Google.... and buy from the company itself ....



Since you do not own Modere you do not earn any money unless they buy through YOUR link..... 

By advertising with using the product names you are driving traffic to the website and people can go order and they will NOT be in your team...

They will be placed in an orphan tree and given to somebody else.....



Again....you want to make sure your curiosity drives them to want to message you or reach out because they can't figure out what you're talking about!!

You want to paint the picture to where the prospects are loving the idea of the benefits you're talking about but the only way they can figure out what you're talking about is the personally message you....

Also remember in your PICTURES make sure you blur or crop out any product names or company names on there...

✗ I'm seeing a lot of posts recently with the product name or the company name and that is beautiful advertisement for the company sales but NOT for your personal sales....

By creating the urge for your prospects to contact you number 1 they're going to get the best sales possible going through

you..... The best  
advice .....the best VIP  
treatment.... The best  
culture the best fun  
experience...

You can guide them through  
their fears and hesitations...

But number 2 you ensure  
that they purchased  
through your link...

OK I think I hit that nail on  
the hammer about 50,000  
times 🤔🤔

If you need extra one on  
one coaching get in your  
group chats with your up  
line leaders 💜💙💗💚



Sheri mentions that they should not mention the products by name or the company so that people buy from their website directly.

**1/13/2021**